

March 12, 1993

Ms. Karen Eisen  
Manager  
Consumer Research  
Philip Morris Companies, Inc.  
120 Park Avenue  
New York, N.Y. 10017

Dear Karen:

As we discussed, the next steps on the project will be data collection and client interviews which we would like to do the weeks of March 29 or April 12.

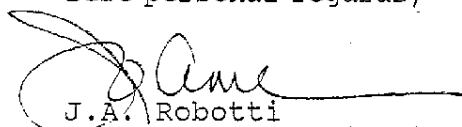
Please select between nine and twelve people in the organization who you think we should speak with, from areas such as marketing, strategic planning, R & D, and product development (I've attached the list of potential interviewees that was in the proposal). Also attached is a brief note that I've drafted that you can send out to each person, along with copies of our current press kit, which will give the interviewers some background on BrainReserve and copies of the project proposal. The meetings should be scheduled to be 45 minutes to 1 hour in length.

Please let us know what days you would like to schedule for these meetings so we can block out the time.

When we return from the groups next week, let's also talk about the kind of background information you have and what we'll want to review.

Many thanks for coordinating this!

Best personal regards,

  
J.A. Robotti  
Vice-President  
Director of Projects

JAR:nr

Enclosures

cc: M. Flaum  
L. Stewart  
M. Davis

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